

REMARKS

Claims 1-9 have been cancelled without prejudice.

Claims 10 and 11 have been amended.

New claims 12-47 have been added. Support for claims 12-47 may be found in the original specification, including the figures and the originally filed claims.

Applicants respectfully request that the Examiner reconsider the rejection of the pending claims 10-47 in light of the amendments made herein and the analysis of the prior art below.

Rejection of Claims 10 and 11 in Light of U.S. Patent No. 5,959,577 (Fan et al)

Claim 10 was rejected under 35 U.S.C. § 102(b) as being anticipated by Fan. Claim 11 was rejected under 35 U.S.C. § 103 as being obvious over Fan in view of U.S. Patent No. 5,408,683 (Ablay et al). Applicants respectfully traverse this rejection.

Applicant gratefully acknowledges the Examiner's willingness to discuss this rejection in the interview conducted on October 20, 2005. As discussed in the interview, it was agreed that the primary reference Fan discloses a vehicle locating system whereby an operator of a mobile unit requests specific travel-related information (such as current location or directions to a gas station), with the system subsequently responding to this specific query.

Applicant respectfully asserts that neither Fan nor Ablay discloses each and every element of the claims as amended -- generally a wireless communication system whereby a targeted broadcast is sent to one or more mobile units based on stored and processed data, absent a specific query. In particular, Fan does not disclose:

- a wireless communication system comprising a memory device for storing position location data for the wireless communication device, a processor for determining

trends in the position location data by recalling stored information from the memory device and processing the recalled information, and a transmitter for transmitting targeted broadcasts to the wireless communication device at least based on the determined trends, as required by amended claim 10;

- a wireless communication system comprising a memory device for storing position locations of the wireless communication device and for storing transactions data for made relating to the wireless communication device, a processor for determining trends in the transaction data by recalling stored information from the memory device and processing the recalled information, and a transmitter for transmitting targeted broadcasts to the wireless communication device at least based on the determined trends, as required by amended claim 11;
- a wireless communication system comprising a memory device for storing position location data for the wireless communication device, a processor for recalling stored information from the memory device and processing the recalled information, and a transmitter for transmitting targeted advertisement broadcasts to the wireless communication device at least based on the processed information, as required by new claim 14;
- a wireless communication system comprising a memory device for storing position location data and transaction data for the wireless communication device, a processor for recalling stored information from the memory device and processing the recalled information, and a transmitter for transmitting targeted advertisement broadcasts to the wireless communication device at least based on the current location of the wireless communication device, as required by new claim 18;

- a wireless communication system comprising a memory device capable of storing data for a plurality of wireless communication devices, a processor for processing the stored data and selecting a targeted broadcast audience, and a transmitter for transmitting a targeted broadcast to each wireless communication device in the targeted broadcast audience. as required by new claim 22; and
- a method for sending a targeted broadcast in a wireless communication system comprising storing data for a plurality of wireless communication devices, processing the stored data, selecting a targeted broadcast audience from the processed data, and transmitting the targeted broadcast to the targeted broadcast audience, as required by new claim 35.

As such, Applicants respectfully request that the prior art rejections over Fan and Ablay be withdrawn for the aforementioned reasons.

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Applicants believe that the present pending claims are in condition for allowance. Applicants respectfully request that the Examiner reconsider the rejection of the pending claims in light of the above analysis of the prior art.

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In order to facilitate the resolution of any questions presented by this paper, Applicants request that the Examiner directly contact the undersigned attorney by telephone at 713-787-1496 to further the discussion, reconsideration, and allowance of the claims.